



RingCentral

What we aim to tell is the story of humanity's most valuable and everlasting commodity: connection. Who are the people on either end of a RingCentral call? What makes RingCentral a more robust tool for connection? How does RingCentral collapse the vastness of our world? And uhh... what happens if I have to pick my kid up from daycare?

Most of all, we're telling the story of how RingCentral is accelerating the world's transition into a more connected age with a single solution for all your business communication.

Hello World,



jon + Torey /

RingCentral

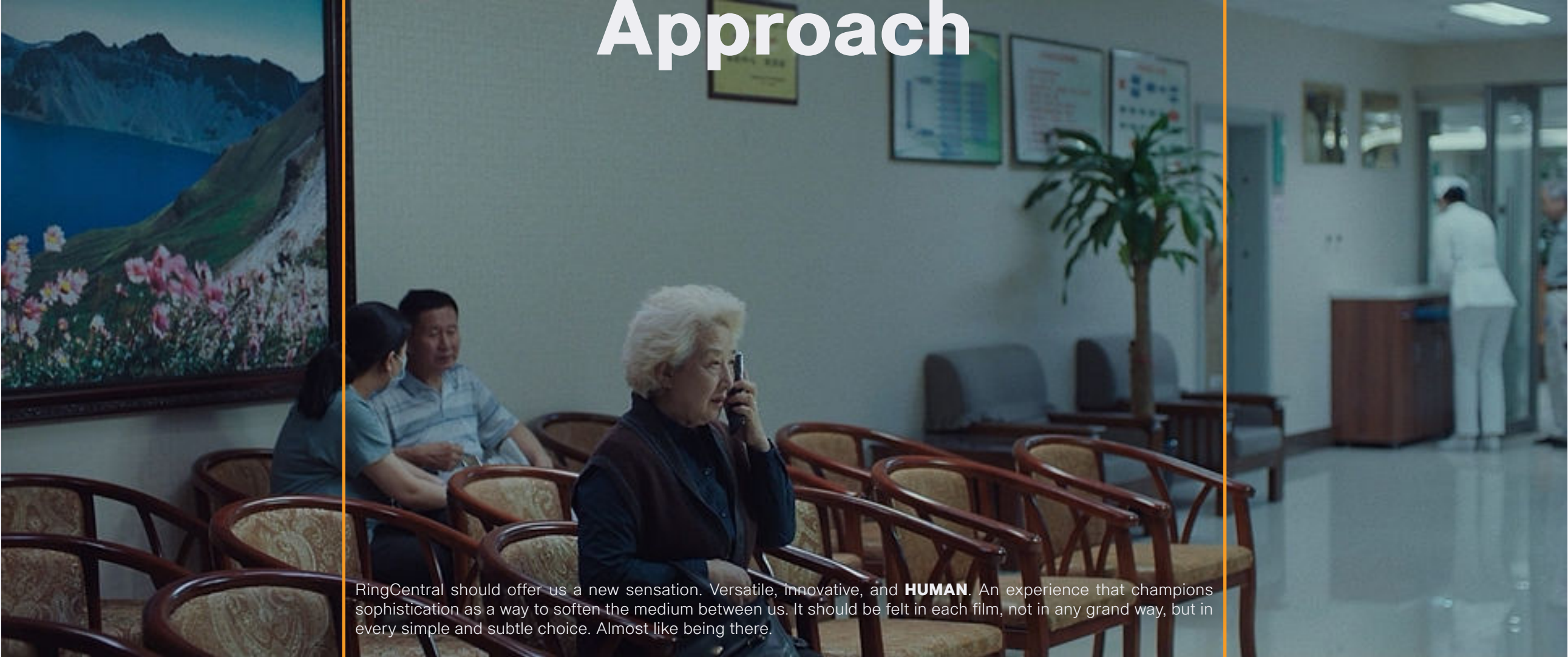


Ring Central is for the Doers

And each film should capture that spirit. These films will move fast. These films will be playful. And these films will demonstrate with earnestness, the value-add of RingCentral beyond all else.

Our window into this world? None other than the individuals who tap into its vast universe of possibilities, every single day. The best part is that none of them seem to heed the power and robustness of the product in any overblown way. It's a swift handover from device to device, a seamless file share, an incredible reliable connection... until in the end, we're left with a comprehensive sense of what RingCentral is all about.

Approach



RingCentral should offer us a new sensation. Versatile, Innovative, and **HUMAN**. An experience that champions sophistication as a way to soften the medium between us. It should be felt in each film, not in any grand way, but in every simple and subtle choice. Almost like being there.

Naturalistic and accessible performances are essential to us and to the assets and equally, it is important that RingCentral is able to enhance the exchange between our heroes. The tech should feel organic and self-evident, without ever being distracting. We have a very clear vision for how to bring this to life.



Togetherness
woven into every story.

Every Story
matching the pace of
our world.

Our World
made more absolute by
RingCentral



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TRANSITIONS —

In our minds, these films must articulate that unconscious, but wholly familiar sensation of modern business.



IT. MOVES.



IFAST.

Each image adds more detail and more emotion to the journey and we present RingCentral, not as a way to keep up, but as a way to get ahead.

We see a real opportunity to use the transitions as a way to illustrate the pace of the world we live in, and how RingCentral helps businesses and individuals to navigate it. One moment bleeds into the next, into the next, no simple transitions here. The effect is a film that feels fluid and crafted, and within it, a product that feels reassuring because it is, and we make it feel that way. It keeps the audience engaged, guessing, wanting more.

Before we arrive at shoot day, we'll have each transition planned and timed to ensure its place in the final edit.



jon + Torey

User Interface is the pistons, the catalytic converter, the leather seats.

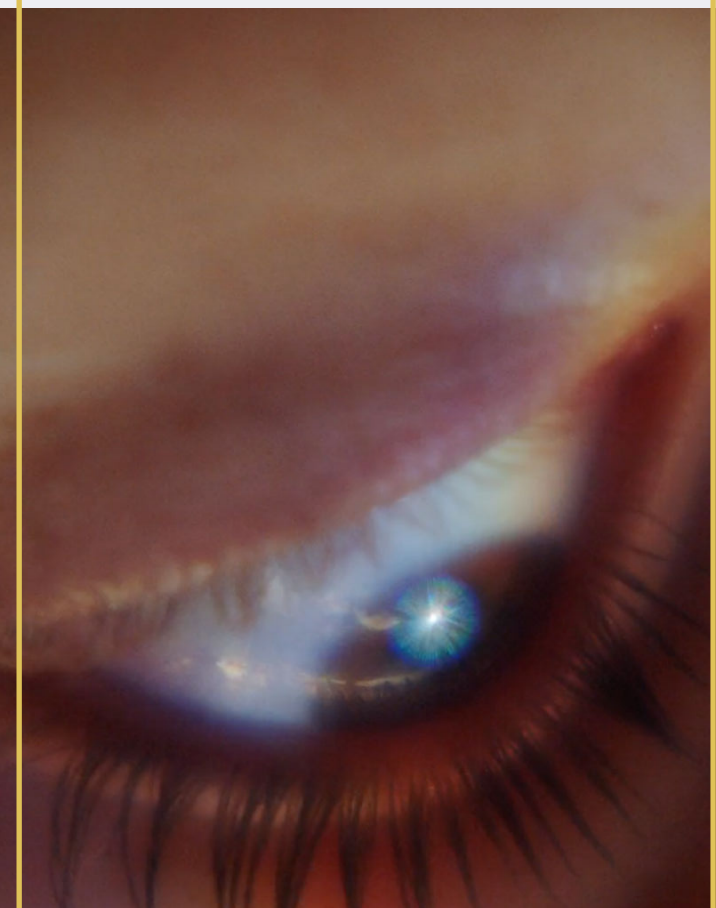
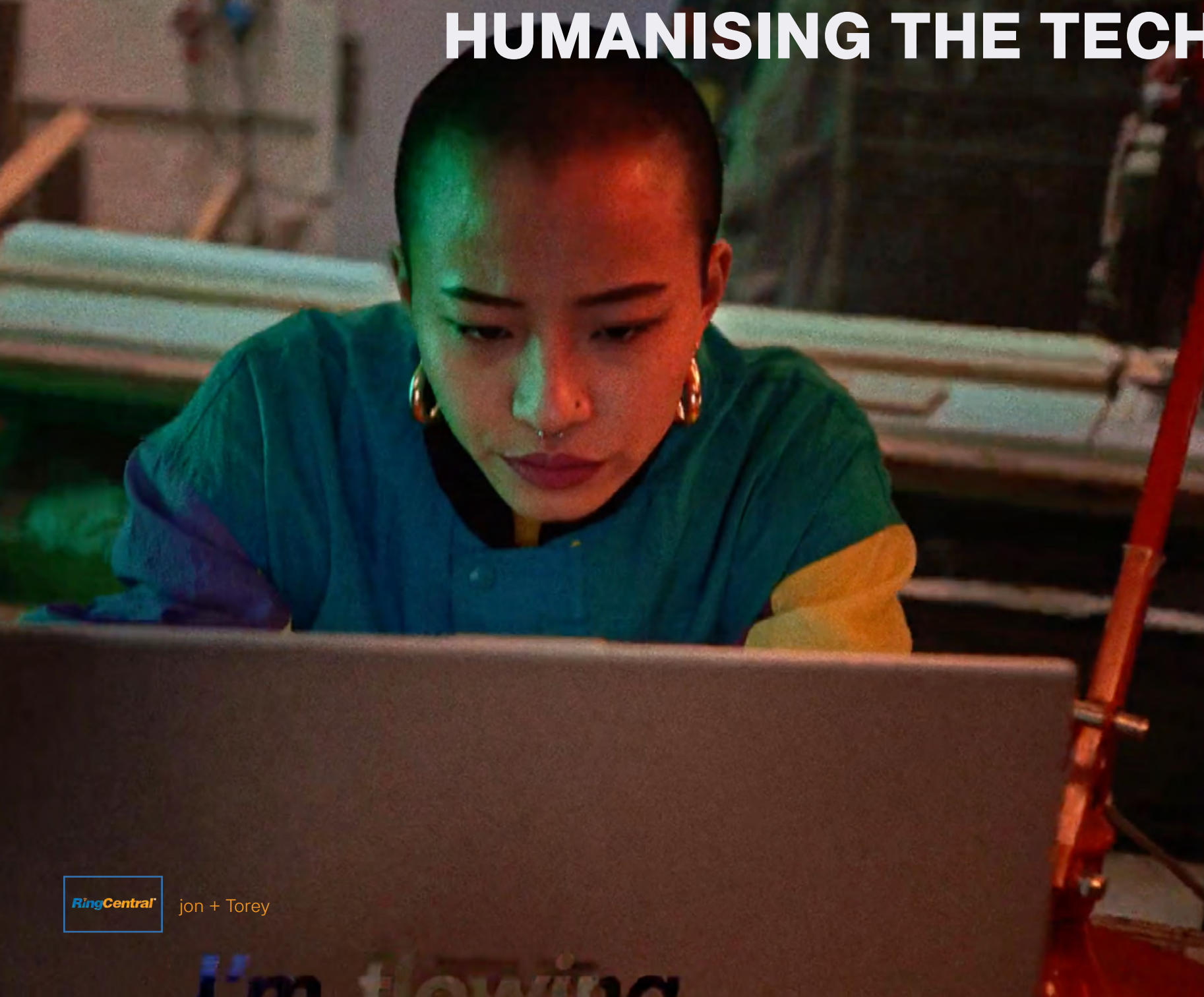
UI vs UX

User Experience is the sensation you get as you stomp on the accelerator

HUMANISING THE TECH

The goal of good tech and good films about tech, is the common, to humanize the technology. The tech should feel organic and self-evident, without ever being distracting. We have a very clear vision for how to bring this to life. Togetherness woven into every story. Every story made more absolute by RingCentral.

These films are about relationships. Honest moments of human connection to better a business.



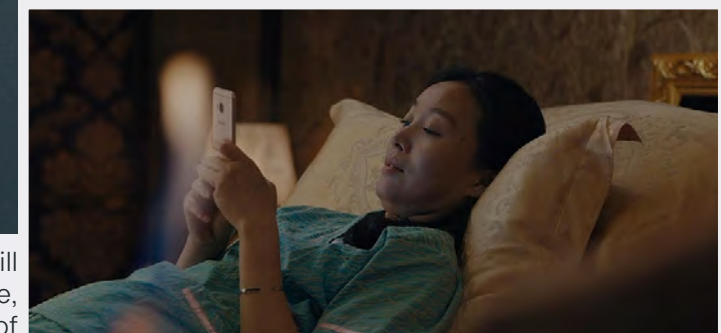
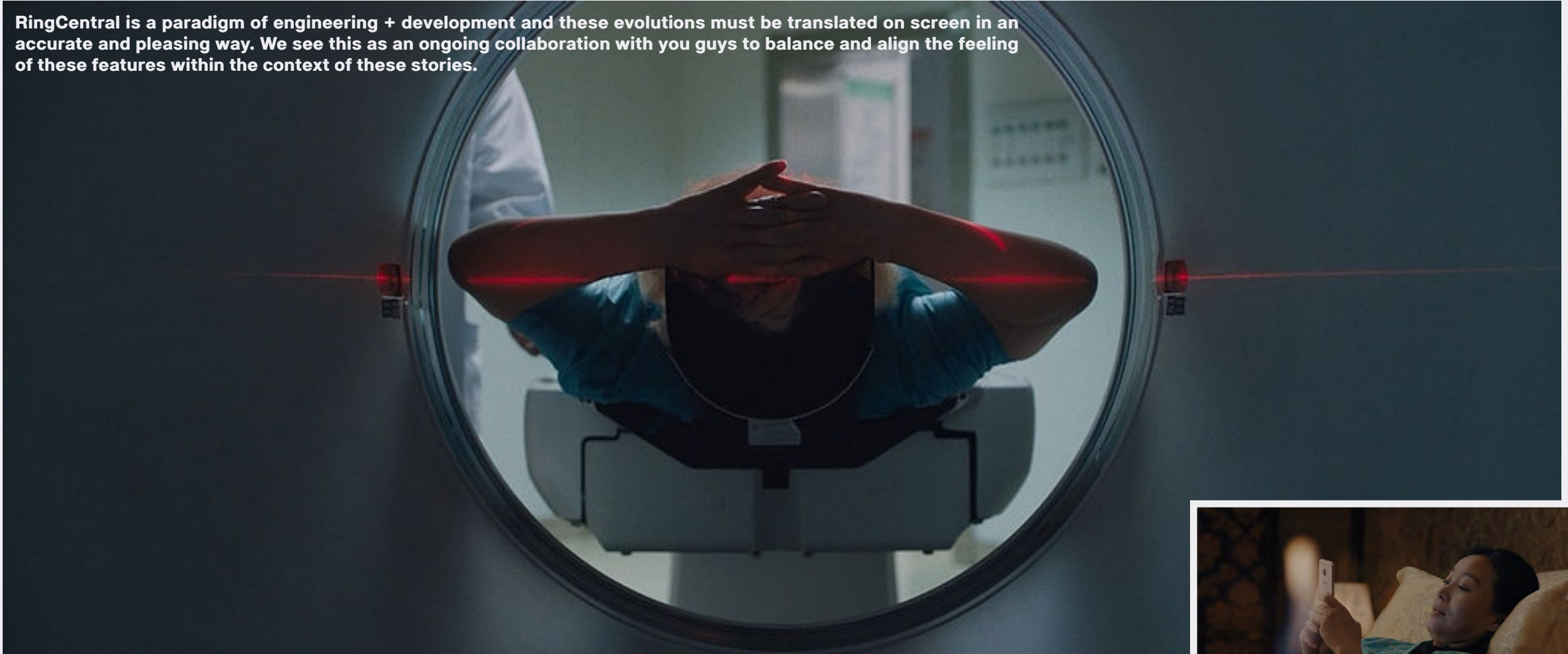


One technique we love is to have the other person our hero character is virtually interacting with behind the camera. This creates a real interaction. Our designer will be behind the camera when we're shooting scenes with our pizza entrepreneur or our mechanic engineer behind the camera when we're shooting with our farmer. Moments made more real, because they are real.

We have a lot of experience shooting UI and the key is to keep the reactions to the screens small and restrained. Before shoot day, we'll have our actors familiarize themselves with the RingCentral interface so that they can get comfortable and confident with the product. Then when we get to set, these interactions feel as natural as the devices they use in their day-to-day lives.

Tech on Screen

RingCentral is a paradigm of engineering + development and these evolutions must be translated on screen in an accurate and pleasing way. We see this as an ongoing collaboration with you guys to balance and align the feeling of these features within the context of these stories.



Previously learned capture methods such as the wide angle lenses with high resolution cameras will not only allow us to create a smoother, more sophisticated sensation of the RingCentral experience, but also demonstrate the features with certainty. RingCentral's experience is the aggregate of numerous innovations, but it does not feel translated by technology -- it softens the barrier of distance. This project is the RingCentrals experience translated into real human value.

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GRAPHIC OVERLAYS

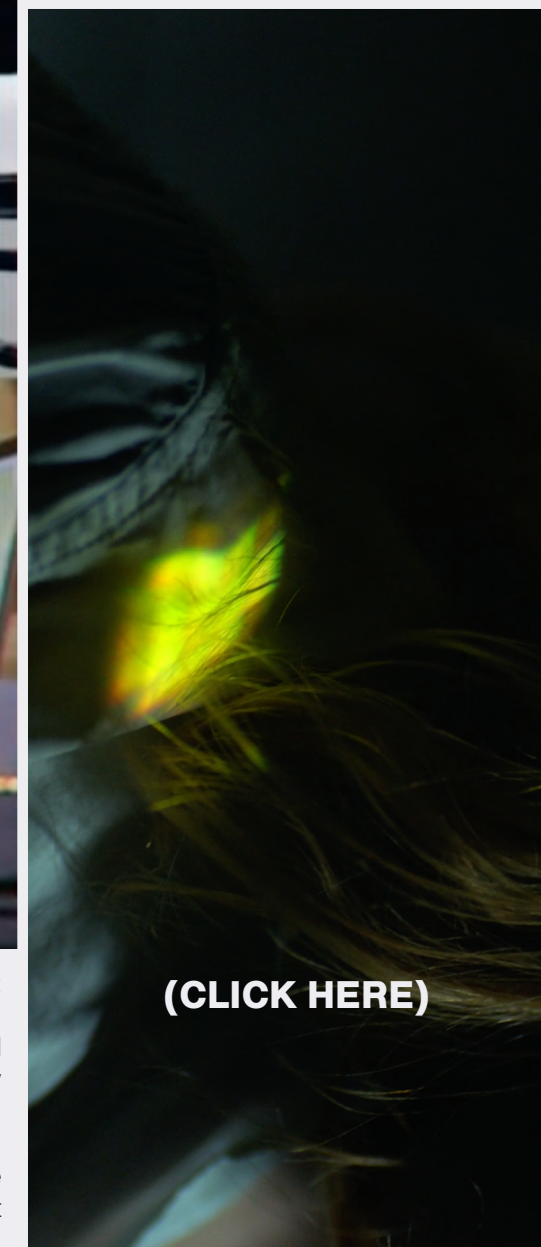


We'd love to work closely with you to hone in on the design of our text overlays. While we like Three Little Pigs as a starting point for the way the messages appear on screen, we'd love to inject a sense of punchiness and fun into the design. Something lighter and poppier. Let's use the colors within the RingCentrals user interface as a starting point.

To the right are a few design references that have inspired us over the last week:

Pearson Motion Graphics by Doberman Design - for the way the colorful geometric shapes bounce and play off one another. There's something very kinetic about this treatment that we could apply to our text overlays.

We're close with Method Studio's in Los Angeles and would love to collaborate with them on this project. They are a world class VFX house, with brilliant designers and animators.



(CLICK HERE)

RingCentral

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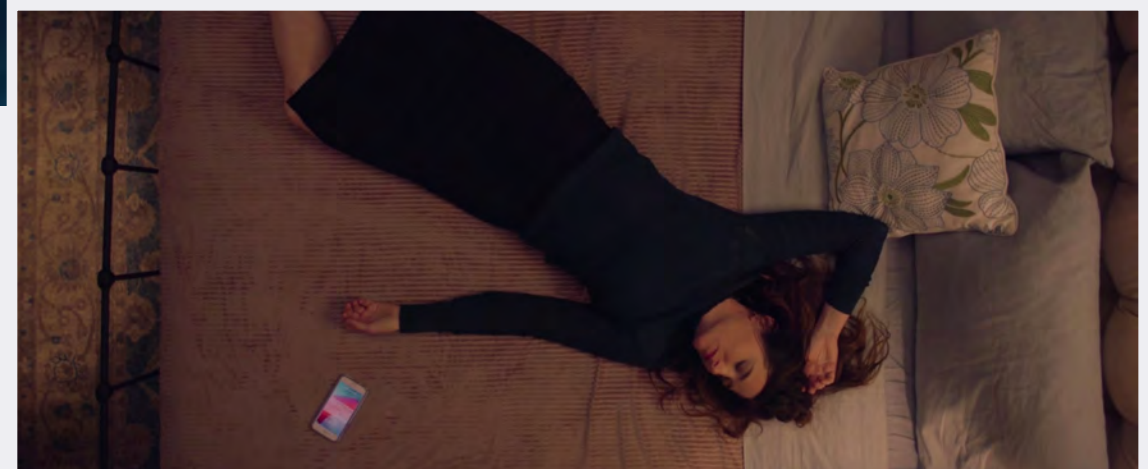
A hand is pointing towards a wall of multiple MRI scan images. The scans are arranged in a grid and show various cross-sections of a human head. The lighting is blue and dim, creating a clinical and focused atmosphere.

(SCREEN) TIME

The greatest gift we, as a group, can bestow to the project is a very sincere awareness of time. Tech on screen takes time. It takes time to plan, to shoot, but most of all to play out clearly in an edit.

A file shared, a call answered, all of these interactions usually take a little more screen time than we think. And so we have found it crucial to do the work ahead of time to understand the sequence and flow of each interaction. It must be said, of course, as directors, we have an interest in ensuring each of these UI moments is made more impactful by being part of a larger, more human, more emotional story.

But it also must be said that we understand the importance of clarity and legibility when representing software on screen.

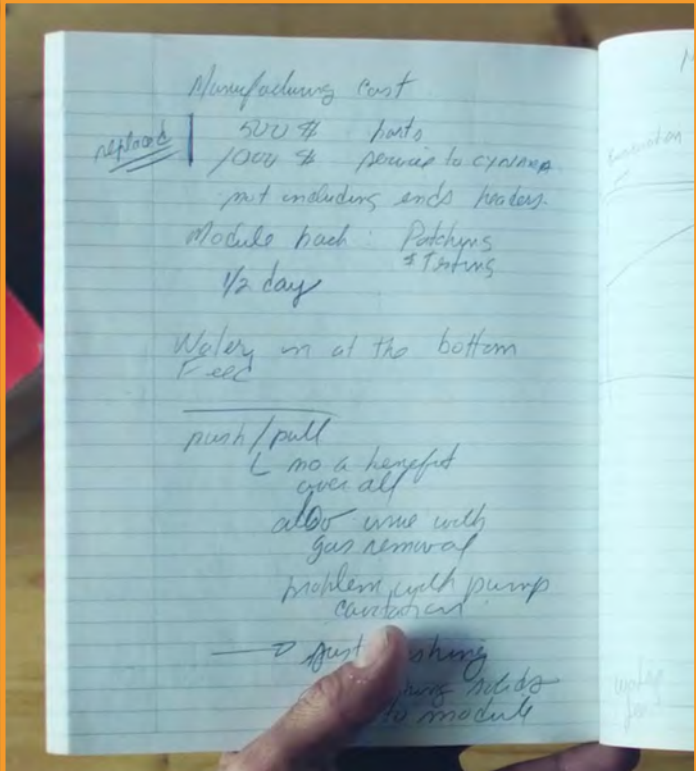


A close-up photograph of a man and a woman in a car. The man, on the left, has a beard and is smiling broadly with his eyes closed. The woman, on the right, has curly hair and is kissing him on the cheek. Her hands are resting on his shoulders. The scene is lit with warm, golden light, likely from the sun. The car's interior, including the steering wheel with a Honda logo, is visible in the background.

Look.

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Our tone can best be described as cinematic realism. We'll capture a rich visual image, but it will always feel naturalistic and grounded in reality.

As graphic and as playful as some of our lensing and camera movement is going to be, all of it has to be cinematic and photographically beautiful. This is a modern brand and it requires a tone that is equally contemporary. These are real spaces and they should feel that way--natural looking light, depth in the frame, and breathtaking compositions.

Each frame should immediately give us a sense of who these characters are. We only see them for a few beats so we'll be incredibly detailed with the worlds that we create for them.



Like the Coen Brothers do so well in their films, each composition is layered and rich with detail and texture, immediately transporting us into their worlds. For instance, the diploma covered wood panel walls of our doctor in Alberta's office, fake plants and all, contrasted with the ultra modern glass office of our sharply dressed doctor in Tokyo.

Lastly, we'd love to use vibrant colors in our wardrobe, set decoration and location choices to inject a sense of fun and lightness into our films. We'll look for opportunities to match the wardrobe of our characters to their surrounding environments - like matching the blue of our farmers' overalls to the blue of the sky as we look from a low angle up at him. The images inside this treatment are a great starting point for where we'd like to take things.





Casting

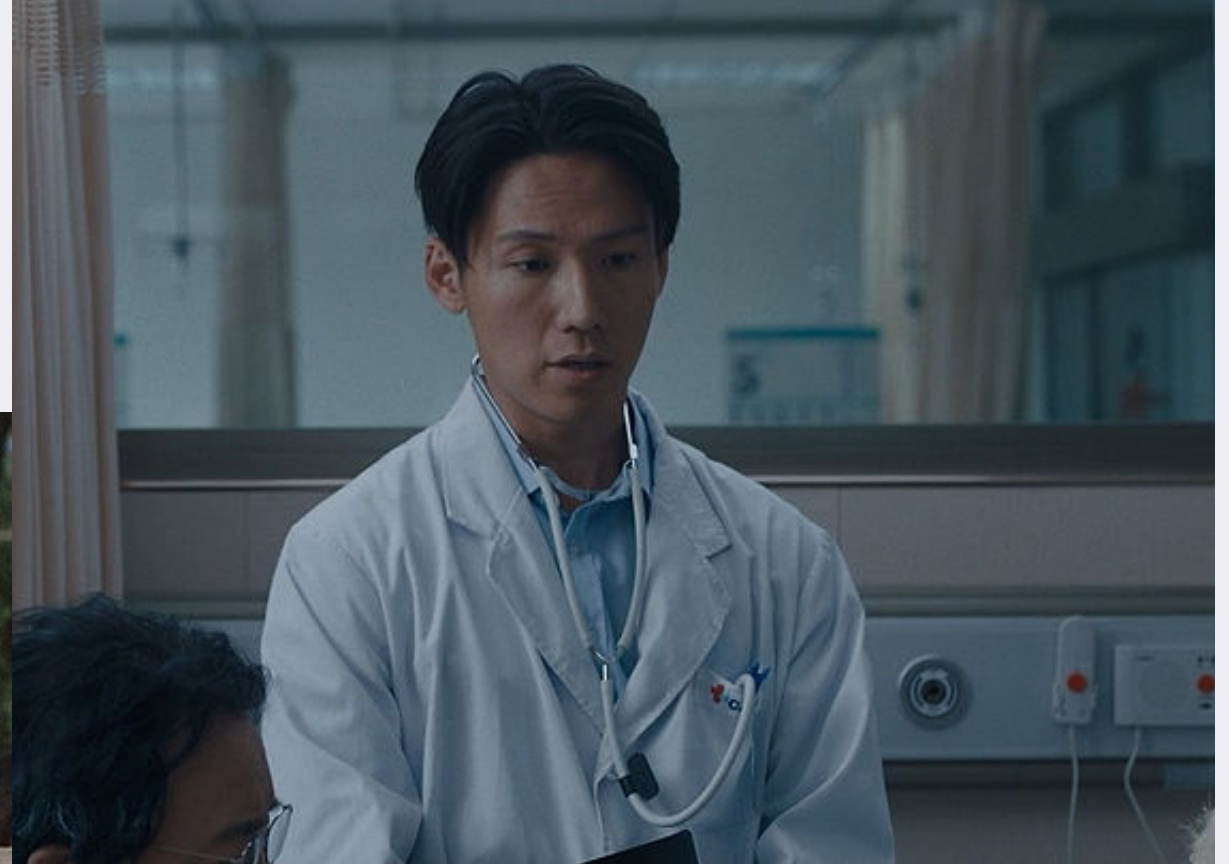
We need organic and truthful performances that speak to the variations in tone we spoke about on our call. We feel instinctively when we've found a subject who will fill the screen effortlessly with emotion and delight. It's something in the eyes. An openness that can't be taught.

We're looking for people who seem wonderfully normal. They're not spectacularly wealthy or poor. They're not too cute or commercial-savvy. We're not looking for cereal box characters. They're real characters. A true cross section of the people that use RingCentral each and every day to achieve their dreams.

Let's approach a combination of actors and real people via street casting. Once we find our central characters we love to bring in their real friends and families to casting. There's a familiarity between them that can't be taught. We'll use heavy improvisation for the dialogue. There's something imperfect inside of that - the way they pause or the way they cut off the other person. It takes away any hint of artifice. The way we like to direct is we give our actors objectives and let them loose. Our job is to guide them along the way without ever being overly prescriptive.

THE DOCTORS

For the doctors let's really open up the playing field to real diversity -- people from all over the globe. And doctors aren't gods. They can be characters too. What we do want to feel is that their professionalism and expertise is worn lightly and with complete authenticity.



THE FARMER

This is a modern guy, not some clichéd dusty geezer out of central casting. He's smart and sophisticated, but you still get the idea that if he knelt down and picked up a fistful of dirt, he knew what he was doing. He needs to have some mileage on him--a been there done that kind of guy, and his gaze should have a bit of magic in it.



CHARACTERS

THE ARTSY TYPE

This could be a woman or man. Has to have that lean, carved, arty look of the real thing. These people are truly from another planet so we need to see an aura of complete absorption and focus. They're just cooler than the rest of us.



PATIENT

Empathy. We want empathy without pity. A regular guy or woman, unremarkable but soulful. They are staring into the void, and doing their best to keep it together, so let's cast a person that can give us that complex battle that's just behind the eyes, but without any melodrama. A quiet dignity.

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SMALL TOWN PIZZA GUY

Everybody knows this guy. Feels like he's on his fifth cup of coffee right out of the gate. He's an enthusiasm machine. You look up go-getter in the dictionary, there's a picture of him. He doesn't care what he's wearing and his hair is longish and a bit unkempt. Sweet smile though.

The 30

Black and white. A dated classroom GLOBE spins from fishing line. Soft cotton CLOUDS hovering around it. A dated orchestral arrangement plays. **Think something like the 1940's Universal Logo.

VOICEOVER

Hey World. It's time for something new.

The whole diorama COLLAPSES to reveal we are--

EXT. FIELD. DAWN.

Brilliant and colourful. A modern track begins to thump in our ears.

We're soaring towards a lone figure. A FARMER, walking through the hip-high grass. He pauses for a moment, noticing the wind as it whips through his barley crop.

VOICEOVER (CONT'D)

Just imagine the potential.

INT. WAREHOUSE DAY.

A WOMAN in BLACK receives a prompt to join a video call on the RC platform (Laptop). With the click of a single button the call initiates.

VOICEOVER

You know, the money guys with the arty types.

In the corner of the frame we see the “MONEY GUY” who is actually a MONEY GIRL. She shares a “PROJECTIONS” file from multiple different cities in the chat (FILE SHARING). We widen to see that the ARTY TYPE WOMAN is 100ft in the air on acrobatic silks. An assistant on a skyjack holds the laptop.

The ARTY TYPE SPINS back into training, taking our camera spinning with him.

INT. HOSPITAL.

Our camera, still spinning, comes to a stop. We're staring down the barrel of a CT Scan machine. A patient inside. A DOCTOR standing at the monitors, looking mystified.

VOICEOVER

Doctors in 6 time zones debating a diagnosis.

CLOSE on a LAPTOP. On a live RC video chat. The screen shows the layers of the CT scan. 5 doctors in various locations discuss the results. It's like a UN summit. TOKYO, IRELAND, BRAZIL, SRI LANKA, and CANADA. One of the Doctors shares a medical research paper on the screen.

We cut wide to reveal we are now--

INT. DOCTOR'S HOME.

He's lit by the laptop. His wife sleeps beside him. A message pops up in the chat:





MESSAGE:

Guys...I found a something... sending through now.

EXT. HOSPITAL.

Below, the PATIENT, is helped into their car from a wheelchair.

INT. HOSPITAL.

The doctor stares out the window. His look says everything.

EXT. FARM PORCH. EVENING. / INT. MECHANICAL ENGINEER'S OFFICE. DAY.

SPLIT-SCREEN. The FARMER stands on his porch on the RC platform. On the other, a mechanical engineer, sits in her office. Their message chat is SUPERED on the screen (PIN FILE SHARE)

(MESSAGE)

VOICEOVER

The dreamers with the doers.

ENGINEER

I'm super confident we can fit five across.

An image of the FARMER'S FIELD appears. On it, mechanical overlays of WIND TURBINES have been overlaid.

WE TILT UP FROM THE SCREEN.

The Turbines are real. The FARMER admires them from his porch.

STREET. NIGHT.

A light flickers to life. It's the handlebar light of A PIZZA DELIVERY GUY riding his bike with an insulated bag strapped over the back wheel.

CLOSE on a COLD, Beat up pie.

INT. BEDROOM. NIGHT.

The PIZZA DELIVERY GUY is on his computer. We see he is joined by THREE others. A GRAPHIC DESIGNER an elderly ICE CREAM TRUCK OWNER and a MECHANIC.

VOICEOVER

Or how about the small-town Kid with the big city dreams.

They are all looking at an rusting, aging, faded, ICE CREAM TRUCK...
...and they're all skeptical.

The LAPTOP SCREEN closes and suddenly we're--

EXT. STREET. DAY.

The truck is repainted into a slick, fire-licking PIZZA MACHINE on WHEELS! A LINE forms in time-lapse.

VOICEOVER

That's what we're talking about.

WE CUT THROUGH A MONTAGE OF OUR CHARACTERS IN POST-PANDEMIC, RC RELEVANT CONNECTIONS.

The DOCTOR chats with his PATIENT on the RC platform.

The FARMER chats in the middle of the field.

The PIZZA DELIVERY GUY unmutes a call after he takes a customer's order.

VOICEOVER (CONT'D)

The big ol back and forth where what ifs come alive.

VOICEOVER (CONT'D)

So, come on world, let's connect.

SUPER: Message. Video. Phone. Connected.

LOGO: RingCentral



Time Travel... kind of. The 6's

What if we could travel from the RC connection to the result of that connection?

Well, we can. We'd like to propose using an editorial transition to supercharge the IMPACT and CLARITY 6's.

The structure would be RC interface of a project in-progress. The device wipes to reveal the finished project.

For example, we're CLOSE on the RC interface on a phone. The FARMER chats with the ENGINEER. In the chat, we see a mock-up of wind turbines has been shared.

The phone drops to see the turbines whirling proudly in the FARMER's field.

Branding comes up front and is part of a concise problem → solution architecture.

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We're imagining the 15's NOT as a scrawny, jittery cousins of the 30, BUT RATHER a more strongly messaged version of the 6's. The extra time allows us to establish the problem for which Ring Central becomes the catalyst to a solution.

We believe that by understanding the problem facing each customer, we are able to create a better product story and a more satisfying conclusion when it is solved.

3 simple beats, one clear demonstration of Ring Central's power.

Problem → RING CENTRAL → Solution.



The 15's
Problem → RING CENTRAL → Solution.



With unlimited calling,
we could go on...

But that's our approach and we think it utilizes the best of your concept and allows us to capture every tech beat and feature in a streamlined and powerful way. As we said we feel like that the concept is perfectly timed and will resonate with your target audience. It's grounded in real experiences, but takes full creative flight with the way it connects these moments and people. We want to bring that to the forefront, to show how the visual style amplifies not only the tech points, but infuses our people with an indelible presence. Transformation is part of our repertoire, too.

Thanks so much for thinking of us.